

## AUTO HAS BIG FIELD GIVING HEALTH TO ALL

The automobile gives health and wholesome recreation to millions of people, extends the business and professional ranges of men, widens and deepens social relations, plays a big part as a new element in the modern transportation system for the moving of raw and manufactured products, furnishes life to the movement for good roads.

## TIRES

UNITED STATES, FISK, FIRESTONE, GOODYEAR AND SAVAGE TIRES

carried in stock, all fresh from the factory

Size	Plain Tread	Tubes
28x3	\$ 9.50	\$2.40
28x3 1/2	9.25	2.45
30x3	12.25	2.75
30x3 1/2	12.95	2.85
32x3 1/2	14.50	3.00
32x4	18.85	3.75
34x4	19.50	3.85
34x4 1/2	20.15	4.00
34x5	20.60	4.15
35x4	22.30	4.60
35x4 1/2	21.50	4.60
35x5	27.00	5.25
36x4 1/2	28.40	5.40
37x5	22.50	6.50

We make the New Life Reliners that give you third more mileage for little cost.

NON-SKID CASINGS IN PROPORTION

Most up-to-date Vulcanizing shop in the city. Out of town work solicited. Goods shipped on approval C. O. D. by express or parcel post.

Prices subject to change without notice. Distributors for Racine Horseshoe Tires

**AUTO TIRE CO.**

PHONE 1868  
Cor. Adams St. and Second Ave.  
Phoenix, Arizona

## HOWARD TELLS RIGHT METHOD TO PUT IN TUBE

C. H. Howard, local manager Goodrich Rubber company, who has just arrived from Los Angeles, has some expert advice to offer motorists. He finds that drivers of experience, often follow wrong practice in the simple matter of putting a tube in.

The right method is based on the best usage of the leading racing drivers with the logical assumption that they are the best qualified to decide.

In this regard one of the first things to do when preparing to put in a tube is to give the bridge nut at the base of the valve stem above the oblong metal plate on the tube a tightening twist with a pair of pliers. The use of pliers is advised as a wrench is too powerful for the purpose and liable to cut the valve through the rubber.

It is surprising how often a slow leak is due to the loose fit of the tube around the valve. When the tube is entirely in the casing, jar the tire a few times to seat it. Only after the tire is mounted and fully inflated, in fact it is advisable to have it slightly over-inflated, is the time to fasten securely the rim nut which works around the valve stem above the rim. With this nut firmly tightened down against the rim, the surplus pressure may be allowed to escape and the tire brought to normal contour for the load carried.

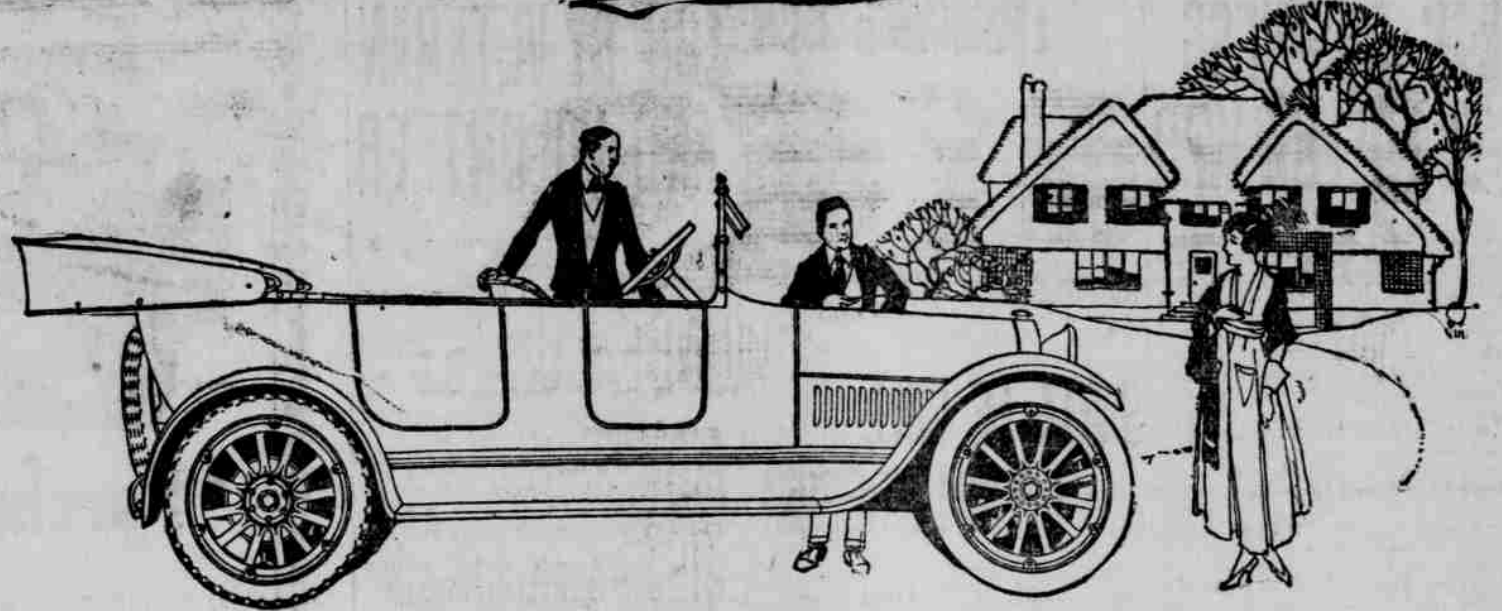
The caliper gauge is the best means of measuring for load on the tire. The excess of air pressure acts as a press that firmly seats the metal bridge on the tube into the valve cavity on the inside of the tire. The force exerted on the approximately four inches of metal surface at 30 pounds pressure is thus 320 pounds, and this prevents pinching and creeping on the part of the tube.

making better use of fuel and building cars that last longer," said Mr. Hills. "Owners, realizing more acutely the value of their automobiles, are giving them better treatment. Thus every phase of automobile making and using is refuting the mistaken notion that the motor car is a luxury."

"The man who uses an automobile every day probably spends very little time reflecting on these things. Yet I am sure he will appreciate the full usefulness—and the basic necessity—of the motor car in modern life the moment he asks himself this question: 'What would I do without my car?'"

"Moreover, with each succeeding improvement of the automobile engine we are achieving more economical operation, making better use of fuel and building cars that last longer," said Mr. Hills. "Owners, realizing more acutely the value of their automobiles, are giving them better treatment. Thus every phase of automobile making and using is refuting the mistaken notion that the motor car is a luxury."

# Studebaker



## Before you buy a car Ask your wife

whether she is willing to apologize to the neighbors for a small, cramped car because it costs a little less to buy,

or whether she believes it real economy to buy an article for the sake of an initial saving when she knows that it will not be entirely satisfactory in the long run.

IN order to save a little money on the initial price, are you going to sacrifice style, comfort, convenience, and get a car that you must be continually apologizing for—a small, cramped car with a short life and great depreciation?—or

Are you going to buy a Studebaker car that you will be proud of

—a powerful, roomy, comfortable, luxurious car; with individual form-fitting front seats, adjustable forward and back to all leg-lengths —the seat next the driver reversible, so that its occupant may face the tonneau if desired; plenty of room in the tonneau seat for three full grown people; beneath it two auxiliary arm chairs that, when lifted out, enable you to carry extra passengers in comfort whenever you desire.

—deep, restful cushions upholstered in genuine, high grade, hand-buffed leather; wide opening doors, easy to enter or leave and plenty of room for baggage when you go touring; a car that is easy to drive; a car so

perfected and refined that it will run for years and show a lower operating cost than smaller, cheaper cars.

Studebaker takes a smaller percentage of profit per car than the small car manufacturer; obviously then, Studebaker gives you more for your money.

Nearly every automobile manufacturer has made an increase in prices. Studebaker prices, however, remain the same as they were last Spring.

This still further increases the value of Studebaker cars in comparison with all others.

Should you desire, at any time, to sell your Studebaker car or trade it in, you can do so at a smaller percentage of depreciation, perhaps, than any other car on the market.

From every angle, wise economy prompts you to purchase a Studebaker car.

Ask your wife—she knows values.

Take her judgment as to what car to buy,

Let us give her a demonstration.

There will be no change in Studebaker models this year, but the increased cost of materials and labor may force Studebaker to make an advance in prices at any time without notice.

### Four-Cylinder Models

FOUR Roadster	\$ 985
FOUR Touring Car	965
FOUR Landau Roadster	1130
FOUR Every-Weather Car	1185

All prices f. o. b. Detroit

## Harmon Motor Co.

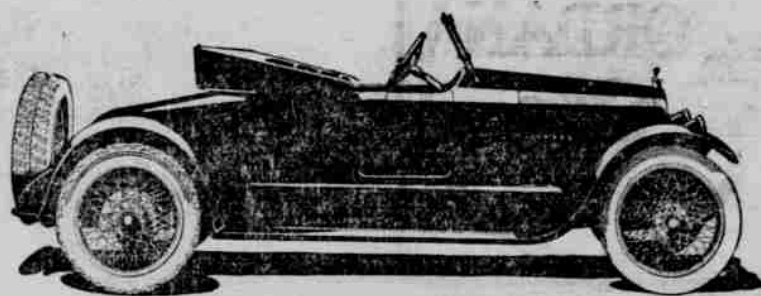
127-133 North First St.

Phone 419

### Six-Cylinder Models

SIX Roadster	\$1230
SIX Touring Car	1350
SIX Landau Roadster	1350
SIX Touring Sedan	1700
SIX Coupe	1750
SIX Limousine	2600

All prices f. o. b. Detroit



A Sport Roadster in Pershing Grey

## JORDAN

### Take Your Choice of These Six Colors!

Here are six fresh, bright, out-of-door colors for your Jordan car—optional during July. Look them over. Take your choice.

**Liberty Blue**—reserved, but in perfect harmony with the snappy Jordan lines. Optional on Touring Car, Sport Model or Sport Roadster

**Pershing Grey**—a bright snappy gun metal finish for either touring car or Sport Model.

**Venetian Green**—soft, alluring, restful. Optional on all Jordan cars.

**Jordan Maroon**—wonderful distinctive. Optional on Sport Model or Touring Car.

**Mercedes Red**—reflecting the "pep," "go" and "punch" of the new Jordan Sport Roadster.

**Italian Tan**—wonderfully pleasing with the new sport costumes. Furnished on Sport Model only.

This is a new idea in the medium priced car field. And Jordan, as usual, sets the pace.

Order your car now as all orders for these special color jobs will be handled in the same rotation in which they are received.

### Jordan Prices

Jordan 7-Passenger Touring Car (Five Wire Wheels \$100 extra)	\$1795
Jordan 2-Passenger Sport Roadster (Five Wire Wheels \$100 extra)	\$1795
Jordan 4-Passenger Sport Model (Five Wire wheels standard equipment)	\$1895

Prices f. o. b. Cleveland, Ohio

**BABBITT-POLSON CO.**

313 North Central Ave. Phoenix, Ariz. Phone 1450

The Jordan Motor Car Company, Cleveland, Ohio

**JORDAN**

## STUDEBAKERS CHANGE COLORS BUT NOT MODELS

Mere man, who formerly scorned women folk for insisting upon "exclusive" hats and gowns, have now extended that class as regards motor cars and will no longer chide their wives about demanding exclusiveness.

A strong evidence of this new masculine tendency is shown by the great demand for "special jobs" received by the Studebaker corporation's custom-made body department. Some of the most striking examples of fine color work to be seen on the famous drives of this country are the product of Studebaker's custom-made shops.

Guided in their judgment by these increasing numbers of motorists who demand individuality in their motor cars, Studebaker announces that henceforth the Series 18 touring cars, both four and six, may be had in a choice of four distinctive colors.

Studebaker has been famous for nearly three generations for its superb paint and varnish work. The experience gained during these many years in the finishing of hundreds of thousands of fine carriages and motor cars makes Studebaker eminently qualified to offer the utmost in special finish work.

The colors selected for the purchaser's option when he buys a new series 18 Studebaker car are, battle-ship gray, purple lake, clover green, and auto blue. All of these shades have been carefully developed to a point of rare beauty and are hand applied to the Studebaker body after the buffing and sand blast smoothing process through which the body must go before it is finished.

In addition to this opportunity to secure one's own ideas of what a car of class and distinction should be, Studebaker has further "exclusivized" the Series 18 car.

The distinctive Victoria top adapted by motor car manufacturers from the rare, old equipages of other days has been further improved and modernized by Studebaker. As a result the "gypsy" top may be had by purchasers of series 18 cars as special equipment.

This new gypsy top is of the semi-permanent type. It has all the beauty and grace of the old Victoria, with the front part extended to cover entire body of car to windshield. Two oval windows give a clear view of the road in the rear.

It is most distinctive because it covers the body at all times without at any time obstructing the vision of the

passengers. The gypsy top because of its peculiar construction affords an unusual protection in the summer time from the hot sun, dust, wind and rain. Anti-dust advantages of the gypsy top, like the old Victoria, are among its strongest features.

Dust is usually drawn by suction under the folded down top of the open touring car, thereby forming a whirlpool of sand and dirt immediately over and within the tonneau. With this new type of top this cloud of dust is diverted by the permanently inclosed back of the body and the curved roof overhead.

Offering Series 18 Studebaker cars with an option of four colors and with the graceful new gypsy top is nowise contrary to Studebaker's decision not to change models this year. It merely offers fastidious motorists the rare opportunity of obtaining motor cars that exactly express their own taste and individuality at a medium price.

## MARMON MAKES SPLENDID SHOW IN ARMY TEST

An interesting account of the test of the Marmon car has been received by the O'Neill Auto company. The test was made by army officers. The army officers making the test of Fort Howard, about 20 miles south of Baltimore, were astonished by the performance of the Marmon when a demonstration was held at the fort early in June under the direction of Walter Scott, Marmon dealer in Baltimore. Mr. Muir, a Marmon salesman, who formerly was an officer in the coast artillery and who was well acquainted with the officers stationed at Fort Howard, made arrangements with Colonel Straub, the fort commander, for the demonstration at 11:15 in the morning, and Colonel Straub advised him to allow an hour for the trip to the fort.

The morning drive was made Colonel Straub and some other officers rode out from the Marmon dealership with Mr. Muir in just thirty-five minutes, which was only the beginning of a series of favorable impressions of the Marmon obtained by the officers. Three of the officers who own good automobiles pointed out a stretch of rough road approaching the fort which they said they never attempted to drive in their own machine at more than fifteen miles an hour. Each of these three officers took the Marmon over the same road at a thirty-five mile clip, and the impression Marmon riding qualities made on them was more emphasized when Mr. Muir drove along the road at 47 miles an hour, and the Marmon held steadily in spite of the rough going.

## MARMON 34



### LIGHT WEIGHT Below the Springs

For every mile that a heavy motor car goes, its needless weight exacts a heavy toll in tires, gasoline and wear. Every pound below the springs, called "Unsprung Weight," is nine times more destructive than a pound that is sprung, according to a leading engineer.

Today there is no comparable car, we believe, so light below the springs—or above—as the Marmon 34.

By scientific construction Marmon designers eliminated 1100 pounds. Of that eliminated much was taken from unsprung—destructive—weight.

Marmon owners obtain from their fuel and tires 40 to 50 per cent more mileage

than owners of other major class cars.

You can ride in no other, regardless of weight, with such luxurious comfort at touring speeds up to 55 miles an hour.

A drive in this long, low Marmon will prove it. Let us take you over any road you choose. Then cover that same stretch in any other car.

Early Deliveries Can Be Made

**O'Neill Auto Co.**

328 N. Central Ave.

Phone 686